



February 2025

## **ICE Europe 2025: Converting industry meets in Munich for global investment and partnerships**

**The countdown is on: From 11–13 March 2025, Munich welcomes the international converting community for the 14th edition of ICE Europe, the world’s leading trade event for paper, film, and foil converting. With exhibition space nearly sold out, visitors can explore hundreds of breakthrough innovations and live machinery, presented by a top line-up of global suppliers. The three-day event also features the much-anticipated ICE Awards and the new, interdisciplinary ICE-CCE Conference, aiming to redefine industrial technology and strategic thinking in a fast-paced and highly segmented market.**

Featuring around 350 exhibitors from Europe and beyond, ICE Europe 2025 is set to be a pivotal event for an industry undergoing significant transformation in response to global challenges. In two large exhibition halls, visitors can explore a remarkable cross-section of technology providers, from global market leaders to highly specialised SMEs. On the show floor: The latest equipment, machinery and accessories for paper, film and foil converting – designed to deliver tangible improvements in functionality, quality and efficiency across products and processes. Numerous exhibitors will bring their live machinery to Munich, offering a unique hands-on experience with the latest technological advancements on the market. Attendees will have plenty of opportunities to engage personally with well-known brands such as BST, Davis-Standard, Erhardt + Leimer, Guidolin Giroto, IMS Technologies, Jagenberg, Koch Industrieanlagen, Kroenert, Matthews International, Neuenhauser Maschinenbau, New Era Converting Machinery, Tesa, and many others.

### **Collaborative space for innovation, investment and partnerships**

ICE Europe’s record edition in 2019 welcomed 7,150 trade visitors from 75 countries. For the 2025 edition – the first without any pandemic travel restriction – visitor registration is in full swing, pointing to a strong and highly international turnout this March. “The appetite for innovation has never been stronger, even among companies not ready to invest just yet”, says Patrick Herman, Event Director for Converting, Paper and Print Events at RX. “ICE Europe 2025 is addressing this demand by showcasing solutions that make converting more efficient, agile, and sustainable. It’s a great opportunity to see innovation up close, learn from experts and make smarter investment decisions for the future. Most importantly, it creates a collaborative space to build long-term partnerships with trusted suppliers who will help you get the best out of your technology.”

### **Strong response to ICE Awards 2025**

A total of 32 pioneering solutions from 24 companies have been shortlisted for the prestigious ICE Awards 2025, setting the stage for an exciting showcase of technical excellence and groundbreaking innovation. Throughout February, the converting community can cast their votes in a verified online selection process across three award categories: 1. Workflow Connectivity and Automation; 2. Sustainability; and 3. New Technology. The winners will be announced at the Official

Awards Ceremony on the first exhibition day at 4.30pm in the Conference Area in Hall A5. The ICE Awards are hosted in collaboration with media partner C2 Magazines.

### **Cross-sector insights at the new ICE-CCE Conference**

For the first time, ICE Europe will present a cross-sector conference programme on industrial technology in converting, processing and printing. Designed as open seminars, sessions will feature expert speakers from Aumann Lauchheim, Brasilata, BST, COMEXI, Dr. Hönle, ENLYZE, Erhard + Leimer, Fraunhofer IVV, Hewlett Packard (HP), INGEDE, Koenig & Bauer, Kurt Zecher, Meteor Inkjet, MICOR, OPTIMA life science, Plastics Europe, PLG-Consultant, Schreiner Group, Seiko Instruments, Tietoevry, Webfed, Xaar, and other suppliers.

Topics cover digital & inkjet printing, packaging, label production, high-speed drying processes, strategic partnerships, sustainability issues, API-driven communication, e-productivity, automation and digitisation, coating techniques, circular transition of plastics, new materials, and many more. The focus is on progressive equipment and strategies to optimise production processes and value creation.

The conference programme is jointly hosted by CCE International and ICE Europe, in collaboration with C2 Magazines (dfv) and WZA-Consulting. All talks and presentations will take place in the Conference Area in Hall A5 and are free for registered attendees. Details on speakers and topics can be found on the official show website, with regular updates leading up to the event.

### **Key information for visitors**

ICE Europe 2025, the 14th International Converting Exhibition, will take place from 11–13 March 2025 at the Munich Trade Fair Centre in Germany, occupying halls A5 and A6. Visitor can access both halls via entrance East. Opening times are 9am to 5pm on Tuesday and Wednesday, and 9am to 4pm on Thursday. Tickets are €35.00 for a Day Ticket, and €45.00 for a season ticket (valid on all three show days). All tickets include free access to the conference programme, as well as to the co-located CCE International, Europe's key event for the corrugated and folding carton industry. Ticket Shop, Registration and Press Accreditation are all available online. On-site registration is possible but will incur higher entry fees.

[www.ice-x.com](http://www.ice-x.com)

### **ENDS**

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#### **About RX**

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).